



# MARKETING AND PUBLIC RELATIONS

Pathway: Business & Civic Engagement  
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| Award Title                     | Academic Plan | Award Type | GE Units | Required Course Units | Major Elective Units | Major Units |
|---------------------------------|---------------|------------|----------|-----------------------|----------------------|-------------|
| Marketing and Public Relations* | T002894C      | A.A.       | 21*      | 44                    | -                    | 44          |
| Marketing and Public Relations  | T021831D      | C          |          | 33                    | -                    | 33          |

At least 60 degree applicable units are required to earn an Associate degree.  
\*This Associate Degree is eligible for a reduction of General Education requirements from 21 to 18 units; please consult with a counselor for more details.  
These programs are Financial Aid Eligible.

The program is designed to insure all students master all aspects of marketing and public relations, which include advertising, branding, and corporate communications. Students will study and evaluate the effectiveness and appropriateness of marketing and public relations messages while engaging in problem analysis, strategic planning, message development, and tactical solutions. Using both traditional and digital media students will be able to implement compelling marketing campaigns that reach customers and consumers in new and innovative ways, grow market share, and increase bottom line results.

By fulfilling the program requirements, students will have a background in the principles and practices involved in the promotion and distribution of products and services from producers through middleman to the ultimate consumer. This program leads to entry level positions in public relations and marketing careers in business, industry, agency, government, and nonprofit sectors of society. Typical jobs includes, marketing director, public relations representative, corporate consultant, political campaign advisor, small business owner, marketing and non profit communications consultants.

## PROGRAM LEARNING OUTCOMES (PLOs)

Upon completion of the Degree/Certificate program, students are able to:

- Understand and communicate the stakeholder point of view in order to develop long range company strategies.
- Analyse consumer trends and development tactical marketing solutions.

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### Associate in Arts Degree

Major Units: 44

Requirements for the Associate in Arts degree in Marketing and Public Relations may be earned by completing 44 units of Required Courses with a "C" or better along with General Education units. Information on the General Education unit requirements may be found in the catalog under Graduation Requirements.

### REQUIRED COURSES

| SEMESTER I   |   | UNITS |
|--------------|---|-------|
| BUS 001      | Introduction to Business                    | 3     |
| BUS 032      | Business Communications                     | 3     |
| -or- BUS 033 | Technical Report Writing (3)                |       |
| BUS 038      | Business Computations                       | 3     |
| CAOT 082     | Microcomputer Software Survey in the Office | 3     |
| SUPV 011     | Oral Communications                         | 3     |

| SEMESTER II |                                | UNITS |
|-------------|--------------------------------|-------|
| ACCTG 001   | Introductory Accounting I      | 5     |
| ECON 002    | Principle of Economics II      | 3     |
| MARKET 001  | Principles of Selling          | 3     |
| PUB REL 001 | Principles of Public Relations | 3     |

| SEMESTER III |                             | UNITS |
|--------------|-----------------------------|-------|
| BUS 005      | Business Law I              | 3     |
| MARKET 021   | Principles of Marketing     | 3     |
| PUB REL 002  | Public Relations Techniques | 3     |

| SEMESTER IV |                              | UNITS |
|-------------|------------------------------|-------|
| MARKET 011  | Fundamentals of Advertising  | 3     |
| PUB REL 003 | Writing for Public Relations | 3     |

## MARKETING AND PUBLIC RELATIONS

### Certificate of Achievement Major Units: 33

A Certificate of Achievement in Marketing and Public Relations may be earned by completing 33 units of Required Courses listed below with a "C" or better in each course.

### REQUIRED COURSES

| SEMESTER I   |   | UNITS |
|--------------|---|-------|
| BUS 001      | Introduction Business                       | 3     |
| BUS 005      | Business Law I                              | 3     |
| BUS 032      | Business Communications                     | 3     |
| -or- BUS 033 | Technical Report Writing (3)                |       |
| BUS 038      | Business Computations                       | 3     |
| CAOT 082     | Microcomputer Software Survey in the Office | 3     |
| SUPV 011     | Oral Communications                         | 3     |

| SEMESTER II |                                | UNITS |
|-------------|--------------------------------|-------|
| MARKET 001  | Principles of Selling          | 3     |
| MARKET 011  | Fundamentals of Advertising    | 3     |
| MARKET 021  | Principles of Marketing        | 3     |
| PUB REL 001 | Principles of Public Relations | 3     |
| PUB REL 002 | Public Relations Techniques    | 3     |

## USEFUL LATTTC LINKS:

College Catalog: <http://college.lattc.edu/catalog/>  
Financial Aid Office: <http://college.lattc.edu/financialaid/>  
Counseling Department: <http://college.lattc.edu/counseling/>  
General Education Information: <http://college.lattc.edu/catalog>  
Business & Civic Engagement Pathway: <http://pathways.lattc.edu/catalog-programs/bce/>

To register: <http://college.lattc.edu/student/new-students/register-now/>

For additional information consult a LATTTC college counselor.